

Notice of References Cited	Application/Control No. 09/853,692	Applicant(s)/Patent Under Reexamination ABE ET AL.	
	Examiner Beth Van Doren	Art Unit 3623	Page 1 of 1

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*	B	US-7,110,960	09-2006	Phillips et al.	705/10
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NON-PATENT DOCUMENTS

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	U	Berkowitz, Eric N., et al., Marketing, Irwin, 1992, pages 340-355.
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
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